

## Quarterly Responsive Programming Report

KVOA Communications, Inc.

KVOA-TV Tucson, Arizona

April 1, 1999 through June 30, 1999

The following is a list of the programs broadcast during the period of April 1, 1999 through June 30, 1999 which have provided KVOA-TV's most significant treatment of community issues as indicated by community leaders throughout the area. The responsive broadcasts listed are exclusive of NBC Television Network News and Public Affairs Programs and Public Service Announcements which may deal with these problems on a national basis.

<u>PROGRAM</u>	<u>DATE &amp; TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
<u>Crime</u> - There is a strong concern about the high rate of violent crime, rape, drug related crime, theft, home burglaries, and adequate police protection.			
Impact	Local PA, 4/3 10:30-11AM, 10 Min.	Rose Quiroza, Parent Aid	A discussion of this program which helps families learn to cope with their children to avoid child abuse.
	Local PA 4/25 10:30-11AM 14 Min.	Larry Seligman, Chief of Police Tohono O'dham Reservation	A discussion of the problems of policing the Tohono Nation's 5000 square mile reservation.
	Local PA 5/1 11-11:30AM 14 Min.	Judge Leslie Miller, Superior Court	A discussion of "drug court" which offers an alternative to prison for drug offenders.
	Local PA, 6/12 3-3:30PM 7 Min.	John Bedoy, Sue Eggleston, Our Town	A discussion of Our Town's anti-gang program.
Eyewitness News Interview	Local PA 4/3 11-11:30AM 28 Min.	Antoinette Matlins, Gem and Jewelry Expert	A discussion of consumer education to avoid gemstone and jewelry fraud.

	Local PA 5/22 11-11:30AM 5 Min.	Edward Manual, Chairman Tohono Oodham Nation	A discussion of crime problems on the reservation and the increase in force from 24 to 84.
Save Our Streets	Syn. PA, Sat/Sun Various, Ran 5 Times 22 Min. each.	Various	A syndicated half hour show on various crime problems and solutions in cities across the country.
Extra	Syn. PA, 4/12 11:35PM-12:05AM 4 Min.	Various	A segment on training police dogs.
	Syn. PA, 5/2 4-5PM 4 Min.	Various	A segment on the Columbine incident.
	Syn. PA, 5/7 11:35PM-12:05AM 4 Min.	Various	A segment on home burglaries.
	Syn. PA, 5/21 11:35PM-12:05AM 4 Min.	Various	A segment on SWAT teams.
	Syn. PA, 6/8 11:35PM-12:05AM 4 Min.	Various	A segment on bootleg videos.

PSAs

88-Crime Arizona Violence Prevention Gov. Comm. For Violence Against Women Partnership for A Drug Free Arizona Southern AZ. DUI Task Force Tuc. Center for Women And Children	Local PSA :30 seconds ran 16 times April – June. Local PSA :30 seconds ran 34 times April – June. Local PSA :30 seconds ran 22 times April – June. Local PSA :20 seconds ran 6 times April – June. Local PSA :30 seconds ran 19 times April – June. Local PSA :60/30/20 seconds ran 95 times April – June.
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Tucson Police Dept. Local PSA :30 seconds ran 29 times April – June.

Economy – A concern about the local economy, taxes, cost of living, salaries, the effect of the tighter budgets on charities, and the national debt.

Impact Local PA, 5/30 A discussion of Shalom House's program to aid homeless women in an effort to prepare them for entry into the workforce.

Maya Luria, St. Phillips Plaza Merchants, David Gecht, Shalom House

Local PA, 6/27  
10-10:30AM 14 Min.

Benito Valencia, Chairman, Dr. Fernando Escalente, Vice Chairman, Alma Lespson, Secretary, Pascua Yaqui Tribe

A discussion of the economic impact of Indian gaming and the various uses the tribe has for these funds.

## Eyewitness News

### Interview

Local PA, 5/22  
11-11:30AM 5 Min.

Edward Manual, Chairman Tohono O'Odham Nation

A discussion of the economic impact of casino gambling on the Nation and Pima County.

Local PA, 6/12  
3:30-4PM 28 Min.

U. S. Representative Jim Kolbe

A discussion of the Social Security Program and the proposal from Congress and the administration to change or modify it.

Local PA, 6/27  
10:30-11AM 14 Min.

Mary Martin, Arizona Department of Agriculture

A discussion of the huge impact of agriculture on the Arizona Economy which is second only to tourism.

Bloomberg Morning News Syn. PA, M-F 5-5:30AM 22 Min.

Various

A daily half hour business show on overnight market market developments.

Wall Street Journal Report Syn. PA, Sun 6:30-7AM 22 Min.

Various

A weekly half hour business show produced by the Wall Street Journal.

"PC 101" Local PA, 5/8,9 5:30-6PM 2 Min.@

Eyewitness News Dept.

A two part series on buying PCs.

Economy (Continued)  
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Extra	Syn. PA, 5/13	Various	A segment on cyber-auction sprees.
	11:35PM-12:05AM 4 Min.		

PSAs

Better Business Bureau	Local PSA :30 seconds ran 16 times April – June.
Southwest Fair Commiss.	Local PSA :30 seconds ran 26 times April – June.
U.S.Dept. of Treasury	Local PSA :60/:30/:10 seconds ran 24 times April - June.

Education - A concern about the school programs, teacher compensation, redistricting, school administration, bi-lingual education, magnet schools, ethnic balances and the general quality of education.

Impact	Local PA, 4/25	Theresa Olivas, Jennifer Eckstrom	A discussion of the League's bi-annual fund raiser
	10:30-11AM 14 Min.	League of Mexican-American Women	benefiting this hispanic youth scholarship program.

Local PA, 6/20	Blanca Bracamonte, The Parent Connection	A discussion of the Parent Connection's program for parents of 1-3 year old children which is the time when the children's brains are in the formative stage. These programs prepare them to be better students when they reach school age.
6-6:30AM 14 Min.		

Eyewitness News	Local PA, 5/22	Edward Manual, Chairman,	A discussion of the Nation's college scholarship programs made possible by casino profits and their plans to open its own college.
Interview	11-11:30AM 5 Min.	Chairman Tohono O'Odham Nation	

Extra	Syn. PA, 4/5	Various	A segment on teacher harassment of students.
	11:35PM-12:05AM 4 Min.		

PSAs

Arizona Genealogical Soc.	Local PSA :30 seconds ran 45 times April – June.
Arizona Theatre Co.	Local PSA :30 seconds ran 24 times April – June.
Boys & Girls Club	Local PSA :60 seconds ran 70 times April – June.
Found Pets	Local PSA :30 seconds ran 6 times April – June.
Humane Society	Local PSA :30/:15/:10 seconds ran 14 times April – June.



PSAs

International Wildlife Museum	Local PSA :20 seconds ran 3 times April – June.		
Linkages	Local PSA :30/:15 seconds ran 47 times April – June.		
Jewish Community Ctr.	Local PSA :30 seconds ran 4 times April – June.		
Live Theatre Workshop	Local PSA :30 seconds ran 73 times April – June.		
National Spa & Pool	Local PSA:30 seconds ran 1 time April – June.		
Parent Connection	Local PSA :20/:15 seconds ran 5 times April – June.		
Safari Club International	Local PSA :30 seconds ran 5 times April – June.		
Sahuaro Girl Scouts	Local PSA :30/:15 seconds ran 2 times April – June.		
Simon Peter Passion Play	Local PSA :30 seconds ran 1 time April – June.		
Tucson Arts District	Local PSA :30 seconds ran 61 times April – June.		
Tuc. Ctr. For Women and Children	Local PSA :60/:30/:20 seconds ran 95 times April – June.		
Tucson Museum of Art	Local PSA :30 seconds ran 3 times April – June.		
Tucson Symphony Orchestra	Local PSA :30 seconds ran 9 times April – June.		
TUSD – Sabino High School	Local PSA :30 seconds ran 9 times April – June.		
Tucson Veterinarians Assoc.	Local PSA :30 seconds ran 13 times April – June.		
U of A. Spring Fling	Local PSA :30 seconds ran 13 times April – June.		
YMCA	Local PSA :30/:15 seconds ran 23 times April – June.		

Employment - A concern about unemployment, new job opportunities, attracting new industries to Tucson, wages and employment practices.

Impact	Local PA, 5/30 10-10:30AM 14 Min.	Barry Infusco, Arizona Chef's Assoc. Pat Sinclair, Apprentice	A discussion of the Association's apprentice training program and the opportunities in the culinary field.
Eyewitness News Interview	Local PA, 5/22 11-11:30AM 5 Min.	Edward Manual, Chairman Tohono O' Odham Nation	A discussion of the employment opportunities at their casinos which are not the 15 <sup>th</sup> largest employer in Pima County.
Extra	Local PA, 5/18 11:35-12:05AM 4 Min.	Various	A discussion of sexual harassment in the workplace.

PSAs

Job Corp Local PSA :60/:30/:15 seconds ran 21 times April – June.  
Linkages Local PSA :30/:15 seconds ran 47 times April – June.

Environment – A concern about the general quality of life, protecting the desert, preserving clean air, disposal of toxic elements and water quality.

Impact	Local PA, 5/15 5:30-6AM 14 Min.	John Palmer, Freda Johnson James Hamilton, Sonora Cohousing	A discussion of the Sonora project's environmental plan to restrict car access and encourage use of its bike paths and bus access.
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Local PA, 6/20 6-6:30AM 14 Min.	Karen Masbruch, Tucson Environmental Services	A discussion of TES's monitoring program of contaminated wells and their environmental protection programs.
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Eyewitness News Interview	Local PA 4/11 10:30-11AM 28 Min.	Victoria Goitia, Creative Living Design Center	A discussion of office and home techniques that create better environments in which to live and work.
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PSAs

AD Council Biosphere Habitat for Humanity Nature Conservancy Arizona Chapter Pima County DEQ Tucson Clean & Beautiful	Local PSA :30/:15 seconds ran 21 times April – June. Local PSA :30/:20/:10 seconds ran 31 times April – June. Local PSA :30 seconds ran 42 times April – June. Local PSA :30/:20 seconds ran 55 times April – June. Local PSA :30 seconds ran 5 times April – June. Local PSA :30 seconds ran 38 times April – June.
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Government – A concern about the local government, elected/appointed officials its size, its growth, the conflict between city and county government and the federal government's size, efficiency and growth.

Impact	Local PA, 4/11 10-10:30AM 14 Min.	Leslie Miller, Judge Superior Court	A discussion of "drug court" – a government program funded by the courts and county attorney offering drug offenders alternatives to prison time.
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Government (Continued)

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Local PA, 6/27  
10-10:30AM 14 Min.

Benito Valencia, Chairman, Dr.  
Dernando Escalante, Vice  
Chairman, Alma Lespson,  
Secretary Pascua Yaqui Tribe.

A discussion of the Pascua Yaqui tribal form of  
of government and how it differs from traditional  
forms of government.

Eyewitness News  
Interview

Local PA, 4/25  
11-11:30AM 10 Min.

George Miller, Mayor of Tucson

A discussion of the retiring mayor's 22<sup>nd</sup>. Year in  
city government and the problems facing his  
successor.

Local PA, 5/22  
11-11:30AM 3 Min.

Edward Manual, Chairman  
Tohono O'Odham Nation

A discussion of the State agreement on Indian  
gaming which expires at the end of 2003.

PSAs

Ad Council – Fathers  
Arizona Dept. of  
Liquor Control  
Army National Guard  
State of Arizona

Local PSA :30/:10 seconds ran 3 times April – June.  
Local PSA :30 seconds ran 8 times April – June.  
Local PSA :60/:20 seconds ran 64 times April – June.  
Local PSA :60/:30 seconds ran 9 times April – June.

Growth - A concern about the continuing growth of the Tucson area, controversy of growth vs no growth, planning for growth and the functions of  
the City Planning and Zoning Department. Also the controversy over what types of industry we should be seeking.

Impact

Local PA 5/22  
10:30-11AM 7 Min.

Jose Iberra, Tucson City  
City Councilman

A discussion of responsible growth vs urban  
sprawl.

Eyewitness News  
Interview

Local PA, 5/15  
5:30-6AM 15 Min.

John Palmer, Freda Johnson  
James Hamilton, Sonora  
Cohousing.

A discussion of the Sonora project which  
features co-housing, common ground usage  
and is an infill project to control urban sprawl.

PSAs

Ad Council –Fathers  
American Junior Golf  
Association

Local PSA :20 seconds ran 9 times April – June.

Local PSA :30 seconds ran 26 times April – June



Growth (Continued)  
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Habitat for Humanity  
Save the Children  
Tucson Parks & Recreation  
Tu Nidito  
20/30 Club

Local PSA :30 seconds ran 42 times April – June.  
Local PSA :30/:20/:10 seconds ran 1 time April – June.  
Local PSA :30 seconds ran 2 ties April – June.  
Local PSA :30 seconds ran 10 times April – June.  
Local PSA :30/:20/:15/:10/:05 seconds ran 57 times April – June.

Health - A concern about the cost of healthcare, a desire for information on the newer techniques, preventive measures that are available and personal fitness.

Impact

Local PA, 4/3  
10:30-11AM 10 Min.

Lori Mason, Eladio Muniz,  
Tucson Classics

A discussion of this annual event which aids two children's research centers.

Local PA, 4/11  
10-10:30AM 14 Min.

Josh Katz, 20-30 Club

A discussion of the "Las Familias" program for program for abused and burned children which is funded in part by the 20-30 Club.

Local PA, 5/1  
11-11:30AM 14 Min.

Josh Katz, 20, 30 Club

A discussion of the 20-30 Club's annual event to event to benefit the Las Familias Center.

Eyewitness News  
Interview

Local PA, 5/15  
5-5:30AM 28 Min.

Gary Rheault, Geriatrics  
of America

A discussion of G of A's home health care program that helps people with respiratory problems.

Local PA, 5/22  
11-11:30AM 5 Min.

Edward Manual, Chairman  
Tohono O'Odham Nation

A discussion of the new westside health center and nursing home serving the Nation.

Local PA, 5/30  
10:30-11AM 28 Min.

Dr. Bruce Coull, Chief of  
Neurology, U of A.

A discussion of strokes and the research the U of A is doing to prevent their re-occurrence.

Medical Check

Local PA, 5-5:30PM  
Ran 22 times @1:30 Min.

Eyewitness News Dept.

A regularly scheduled segment on various health topics.

Dr. Dean Edell

Syn. PA, M-F  
6-7AM 2 Min./day

Various

A daily two minute insert dealing with various health health topics.

"Alternative Medicine"

Local PA, 5/20/21  
10-10:35PM 3:30/70

Eyewitness News Dept.

A two part series on the growing popularity of of alternative medicine.



# Health (Continued)

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Extra

Syn. PA, 4/6  
11:35PM-12:05AM 4 Min.

Various

A segment on the real health benefits of magnets.

Syn. PA, 4/25

11:35-12:05AM 4 Min.

Various

A segment on the potential hazards of permanent make-up.

Syn. PA, 5/17

11:35-12:05AM 4 Min.

Various

A segment on hospital hazards.

Syn. PA, 6/16

11:35-12:05AM 4 Min.

Various

A segment on the dangers of epidurals

## PSAs

Ad Council –

Organ Donation

Local PSA :30 seconds ran 1 time April – June.

American Academy  
of Dermatology

Local PSA :30/:10 seconds ran 34 times April – June.

American Cancer Society

Local PSA :30/:20/:15/:05 seconds ran 9 times April – June.

American Red Cross

Local PSA :60/:30 seconds ran 4 times April – June.

Breast Cancer Foundation

Local PSA :30/:20/:15/:10/:05 seconds ran 94 times April – June.

Cystic Fibrosis

Local PSA :30 seconds ran 29 times April – June.

Easter Seals

Local PSA :30/:10 seconds ran 70 times April – June.

Leukemia Society

Local PSA :30 seconds ran 32 times April – June.

Make-A-Wish

Local PSA :30/:15 seconds ran 30 times April – June.

March of Dimes

Local PSA :30/:20/:15/:10/:05 seconds ran 4 times April – June.

Parseghian Foundation

Local PSA :30/:20/:15/:05 seconds ran 102 times April – June.

Salvation Army

Local PSA :30 seconds ran 18 times April – June.

Steele Memorial Children's

Hospital

Local PSA :30/:20/:15/:05 seconds ran 71 times April – June.

St. Mary's Centurion

Local PSA :30/:20/:15/:10/:05 seconds ran 57 times April – June.

Unicef

Local PSA :30seconds ran 6 times April – June.

Transportation - A concern about Tucson's continuing transportation problems, cross-town expressways, traffic flow control, road maintenance, widening of specific roads, future planning and mass transit.

Impact	Local PA, 5/22 10:30-11AM 7 Min.	Jose Iberta, Tucson City Councilman	A discussion of the City's plan to revamp the the bus system and traffic congestion problems.
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Eyewitness News Interview	Local PA, 5/1 11:30AM-12N 28 Min.	Jim Glock, Deputy Director City Transportation. Bart Maguire, Pavement Mgmt.	A discussion of "Transview" the City's new website which gives information on construction sites, bus schedules and the synchronization of of traffic lights.
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PSAs

Dept. of Transportation Southern AZ. DUI Task Force	Local PSA :30 seconds ran 45 times April – June.  Local PSA :30 seconds ran 19 times April – June.
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Water - Since Tucson is a desert community that is still dependent upon ground water, there is a concern about future supplies, the Central Arizona Project, conservation and effluent use including the future use of CAP water, customer service, effluent use in recreational areas, water conservation

Impact	Local PA, 5/22 10:30-11Am 14 Min.	Marie Peartree, Tucson Water	A discussion of water conservation techniques, usage reduction and the impact on the water supply caused by the water main break on the Westside.
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Eyewitness News Interview	Local PA, 4/25 11-11:30AM 10 Min.	George Miller, Mayor City of Tucson	A discussion of the City's failure to find a satisfactory way to deliver CAP water to its residential consumers and the people's lack of confidence in the Tucson Water Department.
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PSAs

Tucson Water	Local PSA :60/:30 seconds ran 108 times April – June.
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PROGRAM DESCRIPTIONS

Impact	A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department featuring interviews with government and community leaders on topical issues.
Eyewitness News Interview	A weekly half-hour public affairs show scheduled at various times Saturday/Sunday produced by the KVOA-TV news department utilizing the interview format that deals in-depth with lead local stories.
The Wall Street Journal Report	A weekly half-hour business and economic show produced by Dow Jones and Company. Scheduled Sat/Sun various times.
Bloomberg Morning News	A daily syndicated business report produced by Bloomberg Television. Scheduled Mon – Fri. 5-5:30AM.
Eyewitness News	Regularly scheduled M-F 6-7AM, 7:25-7:30AM, 8:25-8:30AM, 12-12:30PM, 5-5:30PM, 6-6:30PM, 10-10:35PM, Sat. 7-7:30AM Sat. 5:30-6PM, 10-10:30PM, Sun. 5:30-6PM, 10-10:30PM traditional news, weather, sports presentation. Locally produced by KVOA-TV news.
Dr. Dean Edell	(Mon-Fri) two minute health insert on various health topics. Scheduled 6-7AM.
Save Our Streets	A weekly syndicated hour show dealing with crime issues. Scheduled Saturday, Sunday various times.
Extra	A syndicated daily half-hour show dealing with various topics. Scheduled M-F 11:35PM-12:05AM. Also a one-hour weekend show scheduled Sat/Sun at various times.